

EXHIBIT

DATE

2-2-07

HB

Why Tobacco Use Prevention?

- Tobacco use is at epidemic proportions in Montana (Year): adults (smoke 18%, spit [men] 13%, 2005); HS youth (smoke 17%, spit [boys] 15%, 2005)
- 1st and 3rd leading cause of preventable death in Montana
- Causes heart disease, cancer, stroke, chronic respiratory disease, SIDS, Premature Births and many other health problems
- Causes poor health status leading to increased absenteeism from work and medical care utilization
- Smoking-related Economic Impacts for Montana (Health care costs \$277 m, Productivity loss \$294 m, Medicaid costs \$67 m, Resident's state/federal tax burden \$559 per household)

What works to prevent tobacco use?

- Comprehensive programs that include the following elements:
 - Community-based Programs
 - Youth Programs (College Programs)
 - Public Education and Awareness (Advertising)
 - Cessation Programs (Quit Line etc)
 - Enforcement
 - Chronic Disease Programs
 - Surveillance and Evaluation
 - Administration and Management
- Effective Clean Indoor Air Laws
- Increase the unit price for tobacco products



Current Tobacco Prevention Efforts

- Current funding (Fiscal Year 07):
- \$7.9 m state special revenue & CDC
- \$60,000 GF for pilot cessation project
- Staff:
 - Section and Program Managers
 - Four Health Educators
 - One epidemiologist
- 55 Contractors

Current Tobacco Prevention Efforts

- Community-based Programs
 - Funding to support community-based programs in 41 counties, 8 tribes, and 4 urban Indian centers (covers 85% of population).
 - Activities:
 - Preventing initiation of tobacco use in youth
 - Promoting quitting in youth and adults
 - Eliminating exposure to second hand smoke
 - Examples of successful work:
 - Lake County – supporting businesses to help them come into compliance with the CIAA
 - Park County – assisted hospital to develop tobacco free campus policy
 - Custer County - support prevention and cessation of spit tobacco of incarcerated youth at Pine Hills
 - Roosevelt County – coordinate spit tobacco education at Wild Horse Stampede and county fair
 - Flathead County – collaborated with WIC and MIAMI to educate pregnant women about tobacco use and pregnancy

Current Tobacco Prevention Efforts

- Youth Programs:
 - Youth Empowerment Initiative:
 - 140 Montana youth (50 communities) participated in the kickoff Teen Summit to increase their skills in media literacy, advocacy and peer-education
 - *reACT! Against Corporate Tobacco* was created by teens at the summit
 - Participants are using skills developed at the summit to implement tobacco prevention efforts in their local communities
 - Office of Public Instruction:
 - Provided 25 grants to local school districts for tobacco prevention efforts
 - Addictive and Mental Disorders Division
 - Provided funding for 17 counties to conduct tobacco prevention training, media literacy and counter advertising
 - Big Brothers and Big Sisters
 - Support mentors for 99 “Littles”
 - Training for staff, volunteers, & youth on tobacco prevention

Current Tobacco Prevention Efforts

- **College & University Programs**

- Contract with The BACCHUS Network to assist colleges in implementing tobacco prevention and cessation on campus
 - Salish Kootenai College, University of Montana, Montana State University Bozeman & Billings

- **Activities:**

- Establishment of campus advisory groups
- Develop and implement strategic plan based on data from baseline assessment of campus policies and student attitudes
- Provide support for cessation, peer-education, policy development, and tobacco prevention education

Current Tobacco Prevention Efforts

- **Montana Tobacco Quit Line (866-485-QUIT)**
 - Contract with National Jewish Medical & Research Center to provide Quit Line services
 - Education materials for tobacco users & family/friends
 - One time counseling intervention
 - Multi-session counseling and free NRT
 - Fax referral program
 - Conduct follow-up to assess quit rates (program exit, 3 & 6 months)
- **Health Care Provider Education**
 - Contract with a physician to conduct provider CME on state-of-the-art cessation practices
 - Promoting utilization and referral to the Quit Line

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Current Tobacco Prevention Efforts

- American Indian cessation pilot project
 - Develop and implement local peer-cessation program
 - One proposal submitted by Chippewa Cree Tribes - Rocky Boy Reservation
 - Pilot project being conducted July 1, 2006 through June 30, 2007.
 - Goal – recruit tobacco users interested in quitting and provide one-on-one counseling by a trained peer counselor
 - Outcomes – assess self-reported cessation rates upon completion

Figure. Monthly number of intake calls to the Montana Tobacco Quit Line, May 2004 through April 2006.

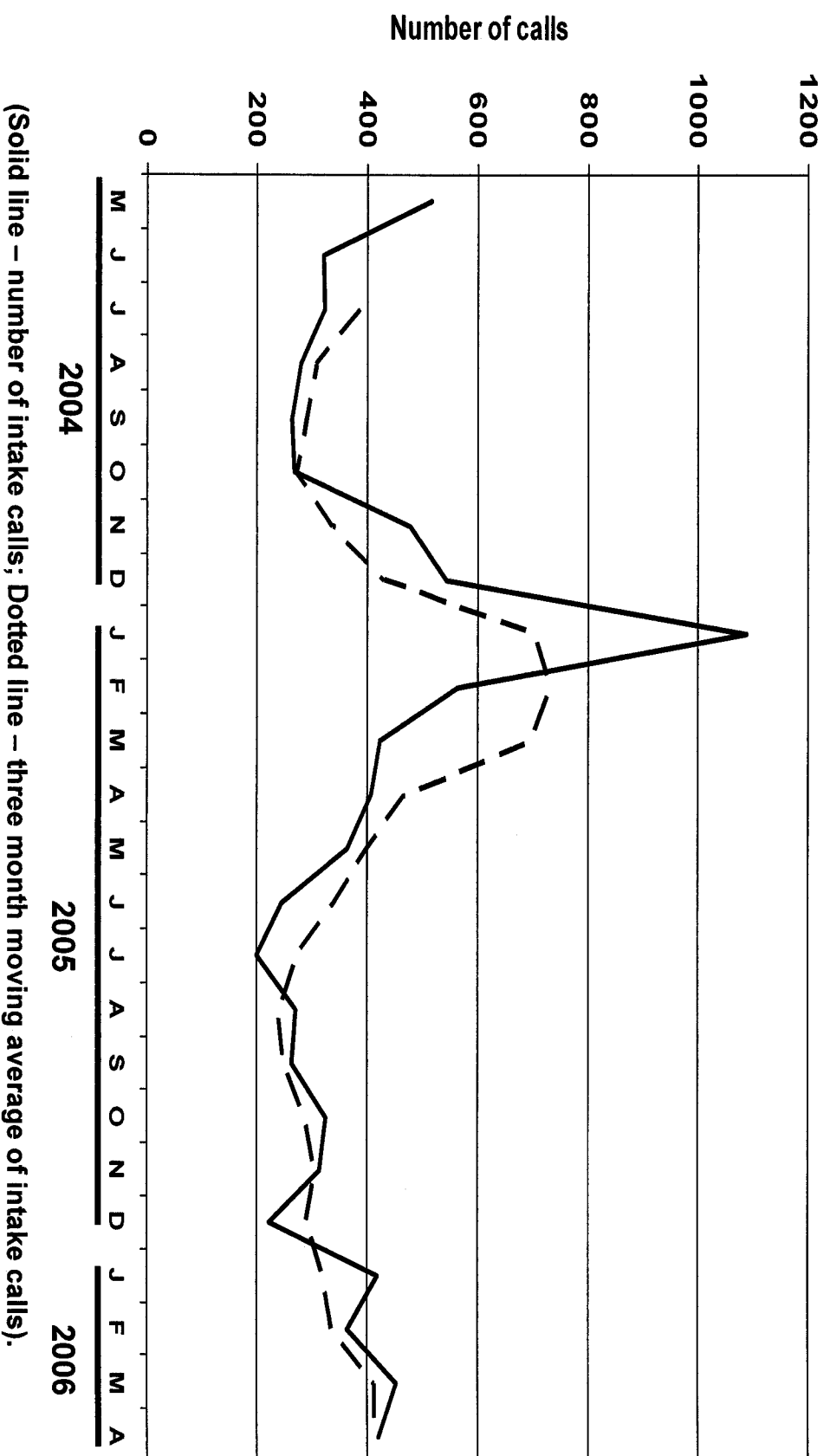
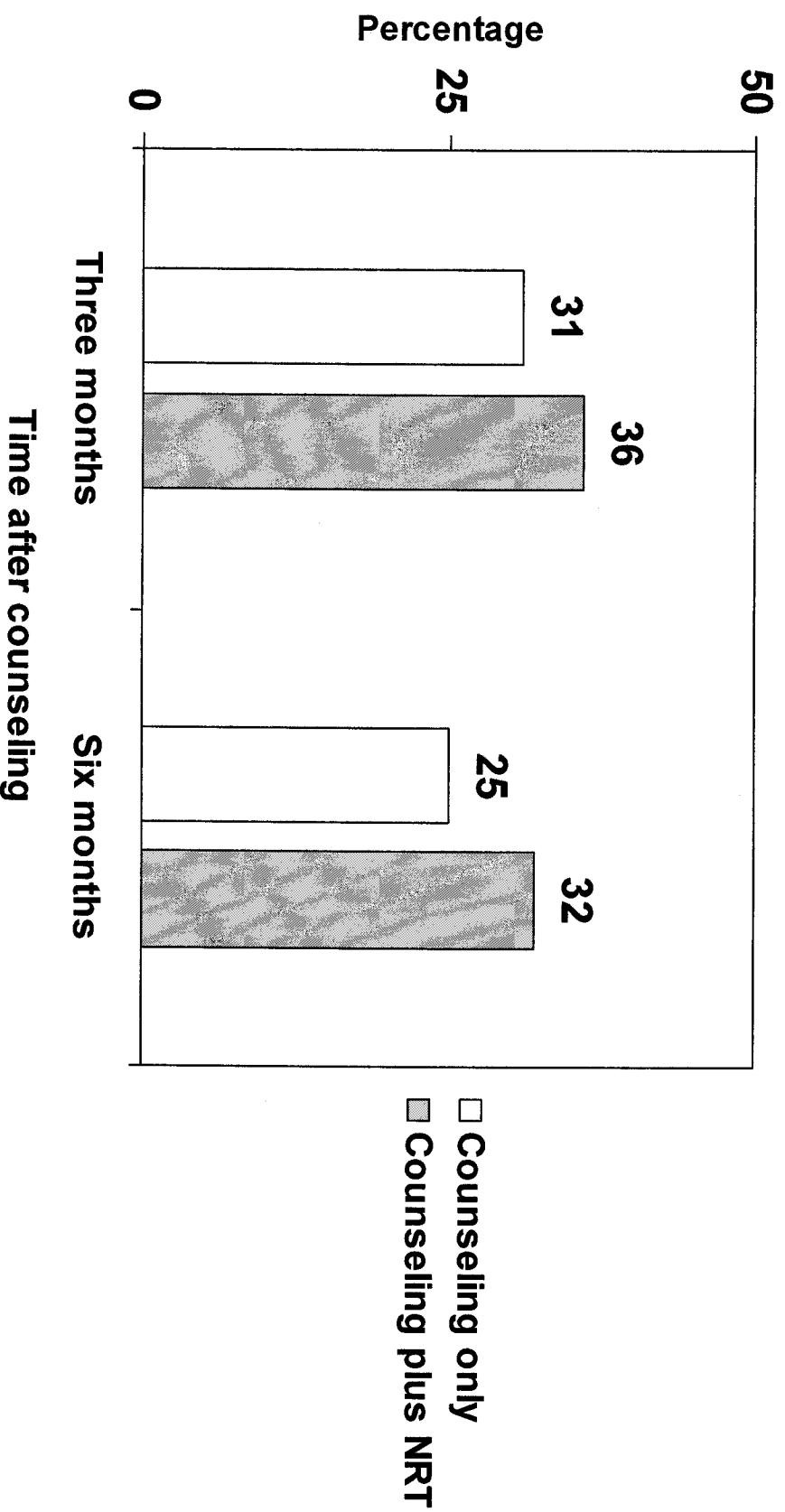
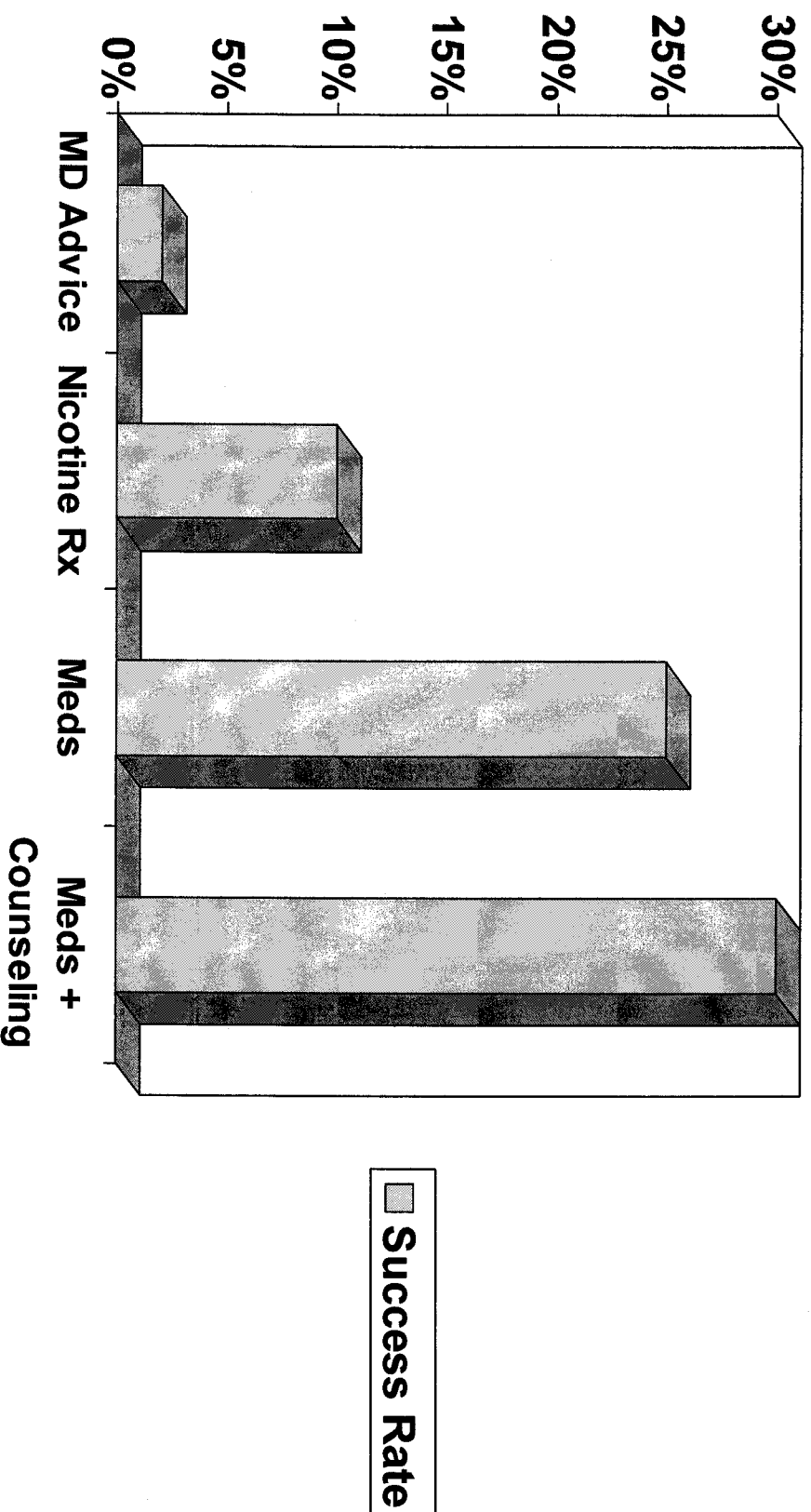


Figure. Cessation rates among callers participating in the counseling program who did or did not receive nicotine replacement therapy (NRT), May 2006.



Treatment Success Rates



Current Tobacco Prevention Efforts

- Public education and awareness
 - Implemented statewide education & awareness campaigns:
 - Support the Clean Indoor Air Act
 - Increase awareness of the harmful effects of secondhand smoke
 - Promote tobacco cessation and utilization of the Montana Tobacco Quit Line
 - Internet and out-of-state purchasing of tobacco products
- Community education campaigns
 - Red Ribbon Week
 - Great American Smoke out
 - Trough with Chew Week
 - Kick Butts Day

Current Tobacco Prevention Efforts

- **Training and technical assistance**
 - Contract with the University of Montana Training and Technical Center
 - Provided conferences and workshops to support community-based programs
 - Support statewide youth empowerment initiative
 - Program outreach – communication and public relations
 - TA for State program (e.g., Spit tobacco initiative)
- **Surveillance and evaluation**
 - Established comprehensive surveillance system to monitor progress
 - Published & disseminated multiple surveillance reports

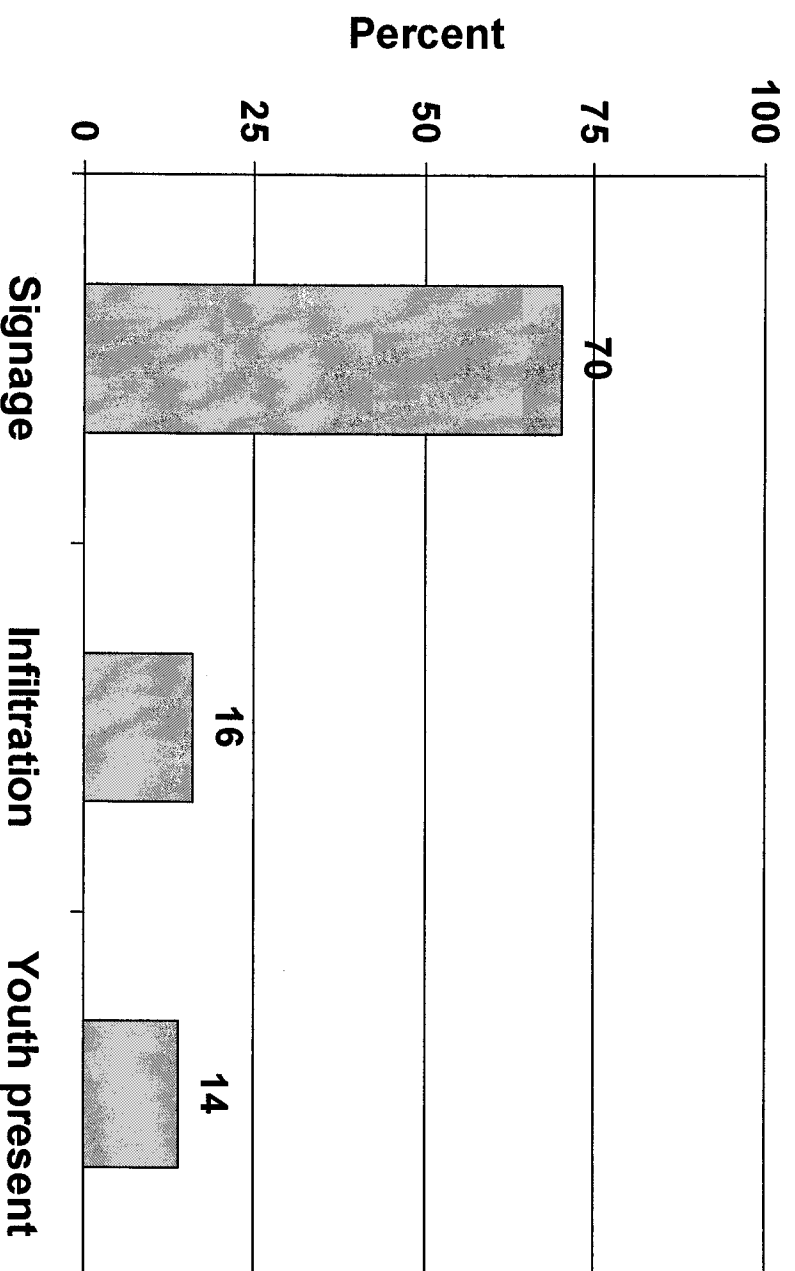
Counter Advertising

- Tobacco Industry spends \$49.9 M per year on Montana marketing
- The Phillip Morris “it is an adult choice” advertising campaign actually increases adolescent tobacco use
- Counter Advertising Works
 - “Edgy Ads” very effective
 - Important to Counter TI spending
 - MTUPP is 20% of the TI budget
- We all use advertising because it works

Current Tobacco Prevention Efforts

- Enforcement
 - Montana Clean Indoor Air Act
 - Established rules for the law (Oct 05)
 - Providing TA to business & schools regarding compliance (e.g., hotline, educational materials, signage)
 - Conducting ongoing public education campaigns to increase community awareness
 - Departments of Revenue and Justice
 - Enforcing the Master Settlement Agreement & tobacco tax (e.g., internet and out-of-state sales)
 - Support CIAA by conducting inspections of bars & casinos for compliance

Figure. Type of infractions to the Montana CIAA identified by inspections in bars, February to December 2006.



670 establishments inspected (Mar – Dec 2006), 73 with infraction (11%)

Figure. Percent of Montana adults reporting exposure to secondhand smoke at their workplace, 2004-2005 & 2010.

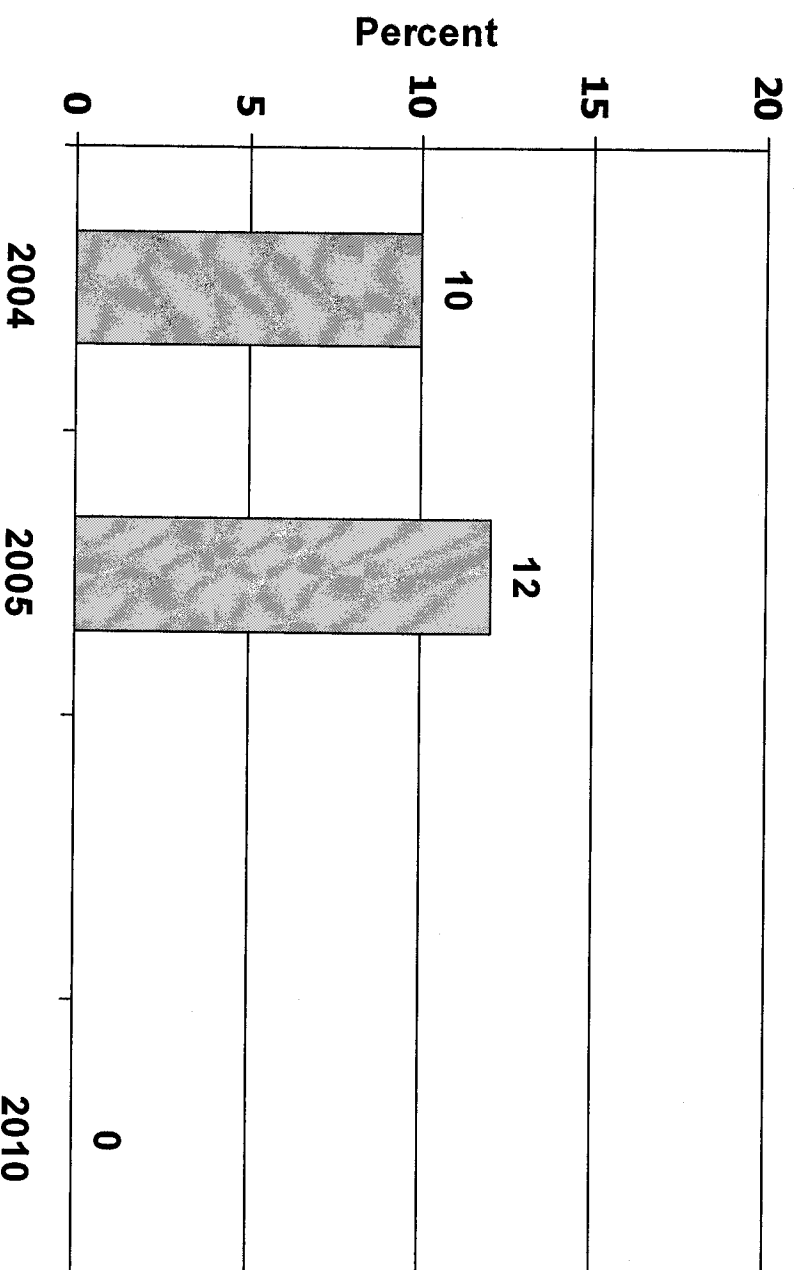
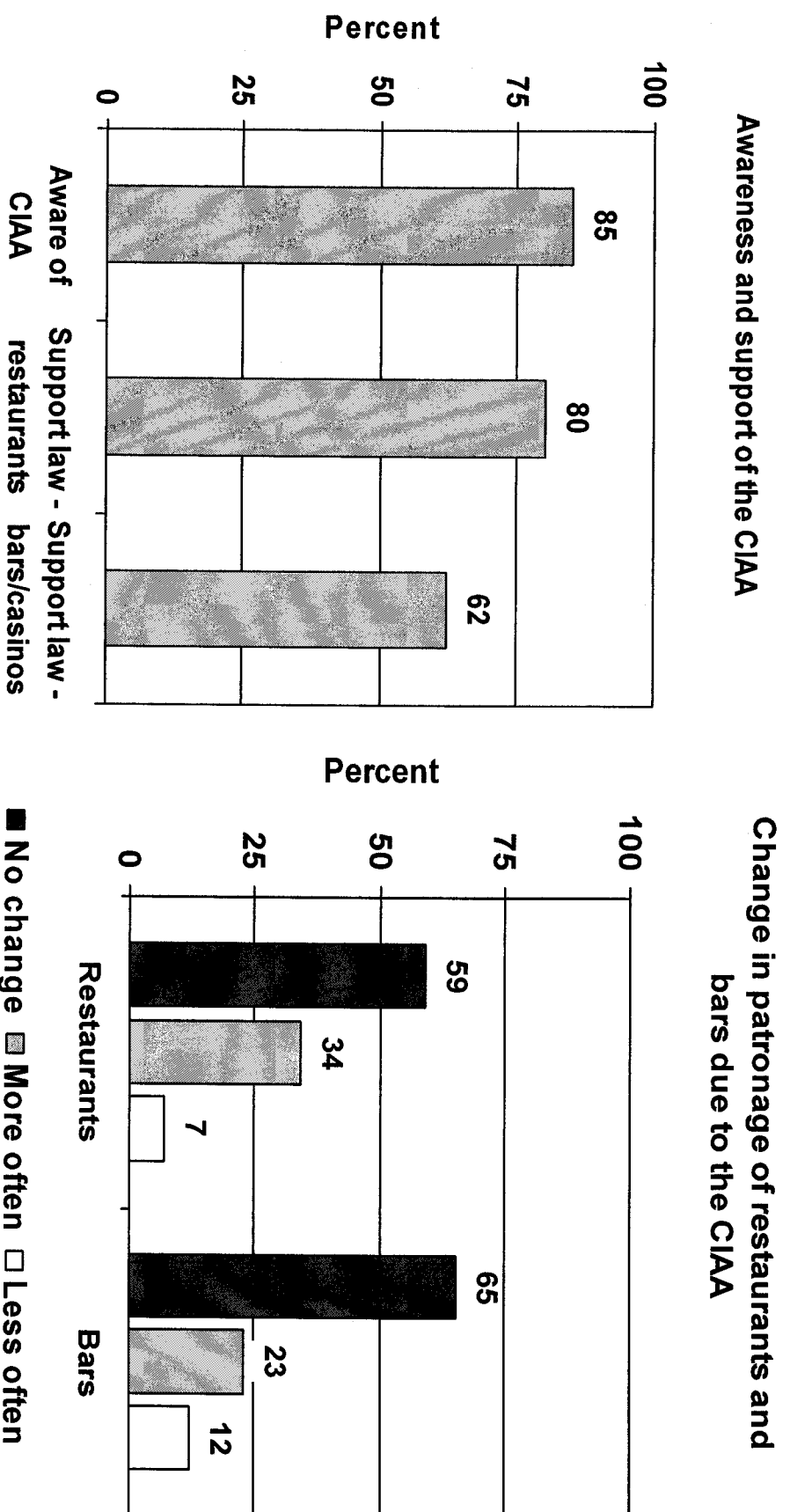


Figure. Awareness and support of the Montana CIAA and changes in patronage of restaurants and bars due to the CIAA, Montana, 2005.

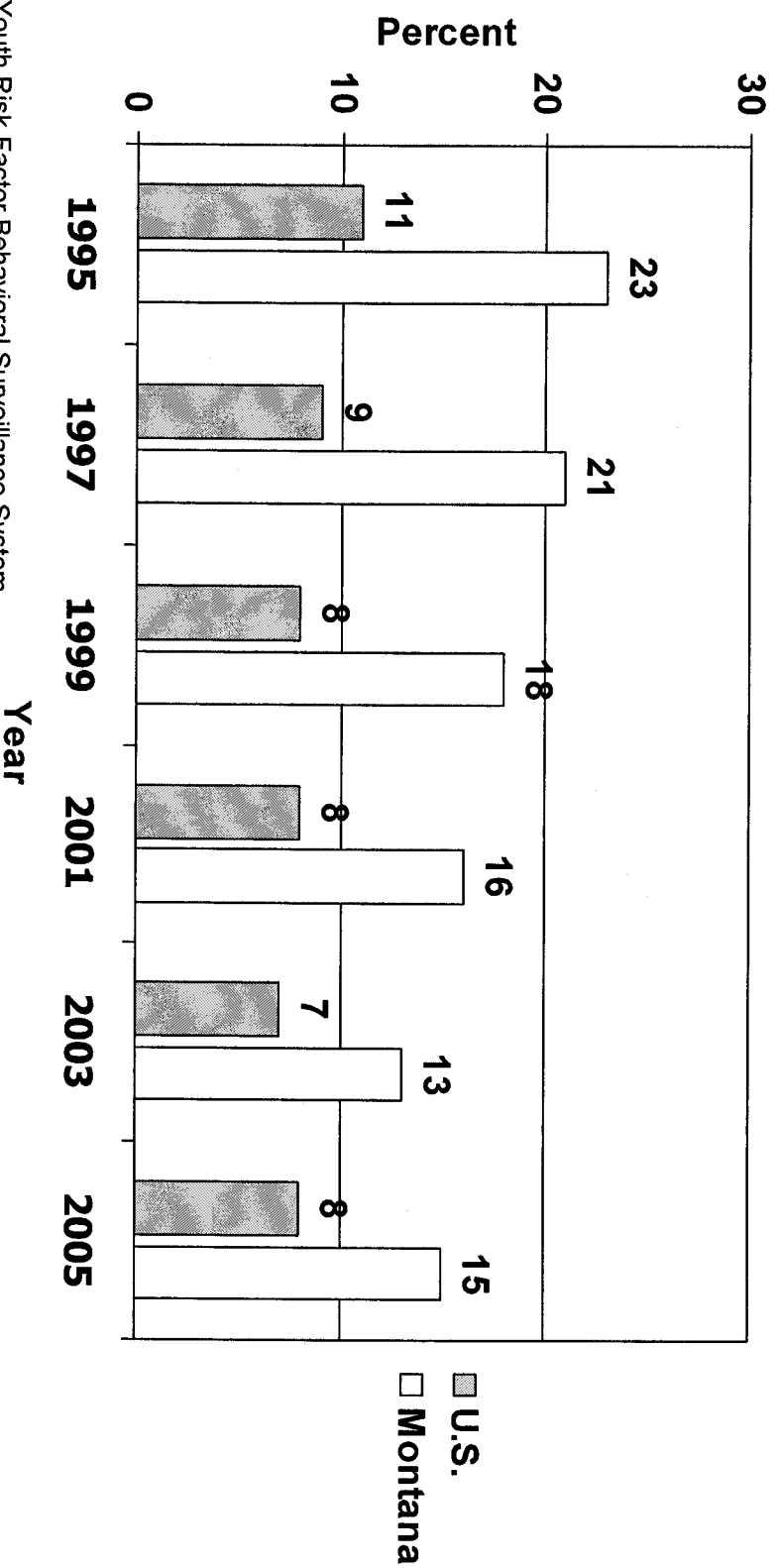


Current Tobacco Prevention Efforts

- Spit tobacco prevention plan
 - Convened a statewide group to develop a consensus plan for spit tobacco prevention & cessation
 - Request funding to implement this plan in FY 08



Figure. Prevalence of spit tobacco use among high school students, Montana & U.S., 1995 to 2005



Montana Youth Risk Factor Behavioral Surveillance System.

Implement spit tobacco prevention strategic plan

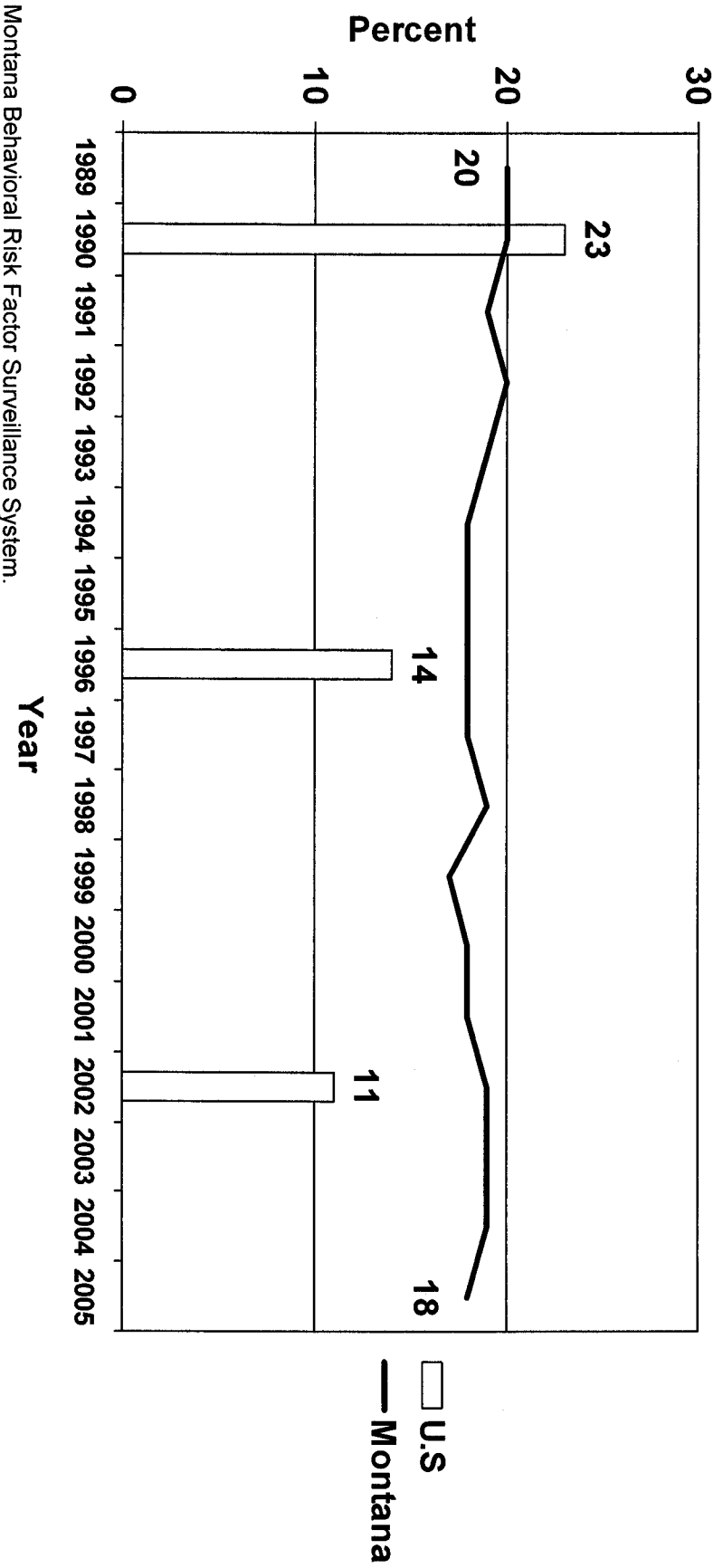
2010 Outcomes from Implementing a Comprehensive Program

Decrease	From (yr) – To %	Current (2006) %
Youth smoking prevalence	38 (1997) to 16	17
Adult smoking prevalence	19 (2000) to 12	18
Youth spit tobacco prevalence	21 (1997) to <1	15
Smoking in pregnancy	19 (2000) to 12	18

Gaps to Address in FY 2008

- **Fund & implement community-based tobacco prevention programs in remaining counties**
 - **Glacier, Granite, Jefferson, Broadwater, Meagher, Madison, Sweetgrass, Big Horn, Valley, Garfield, McCone, Prairie, Wibaux, Fallon, Carter**

Figure. Prevalence of smoking during pregnancy, Montana & U.S.



Need for prevention activities addressing tobacco use in pregnancy

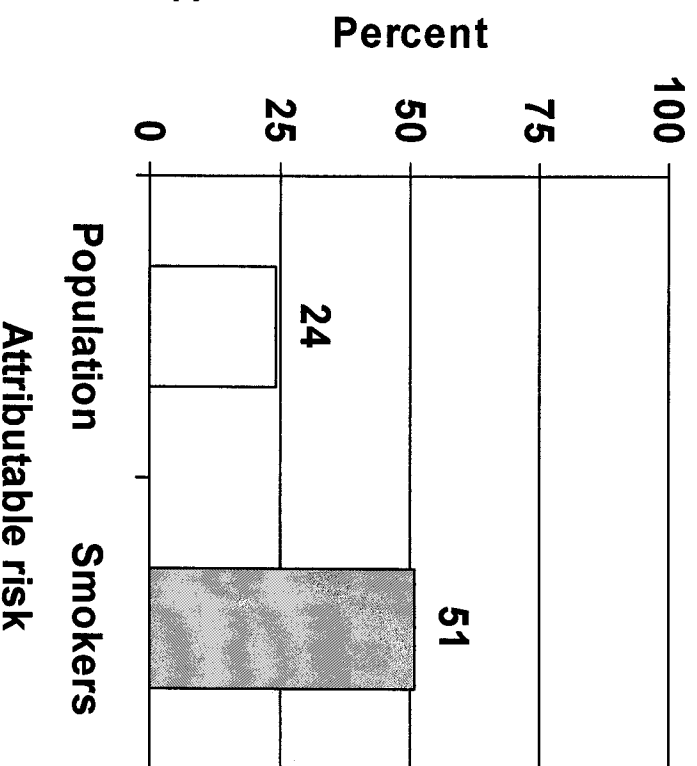
Increased Funding

- Reach all counties in Montana
- 1 in 6 Montanans live in areas not currently served by MTUJP
- Special efforts in special populations
 - Native Americans, Pregnant Women, Spit tobacco Use
- CDC minimum is \$9.6 M and with the extra dollars we will just reach the minimum

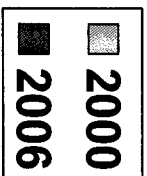
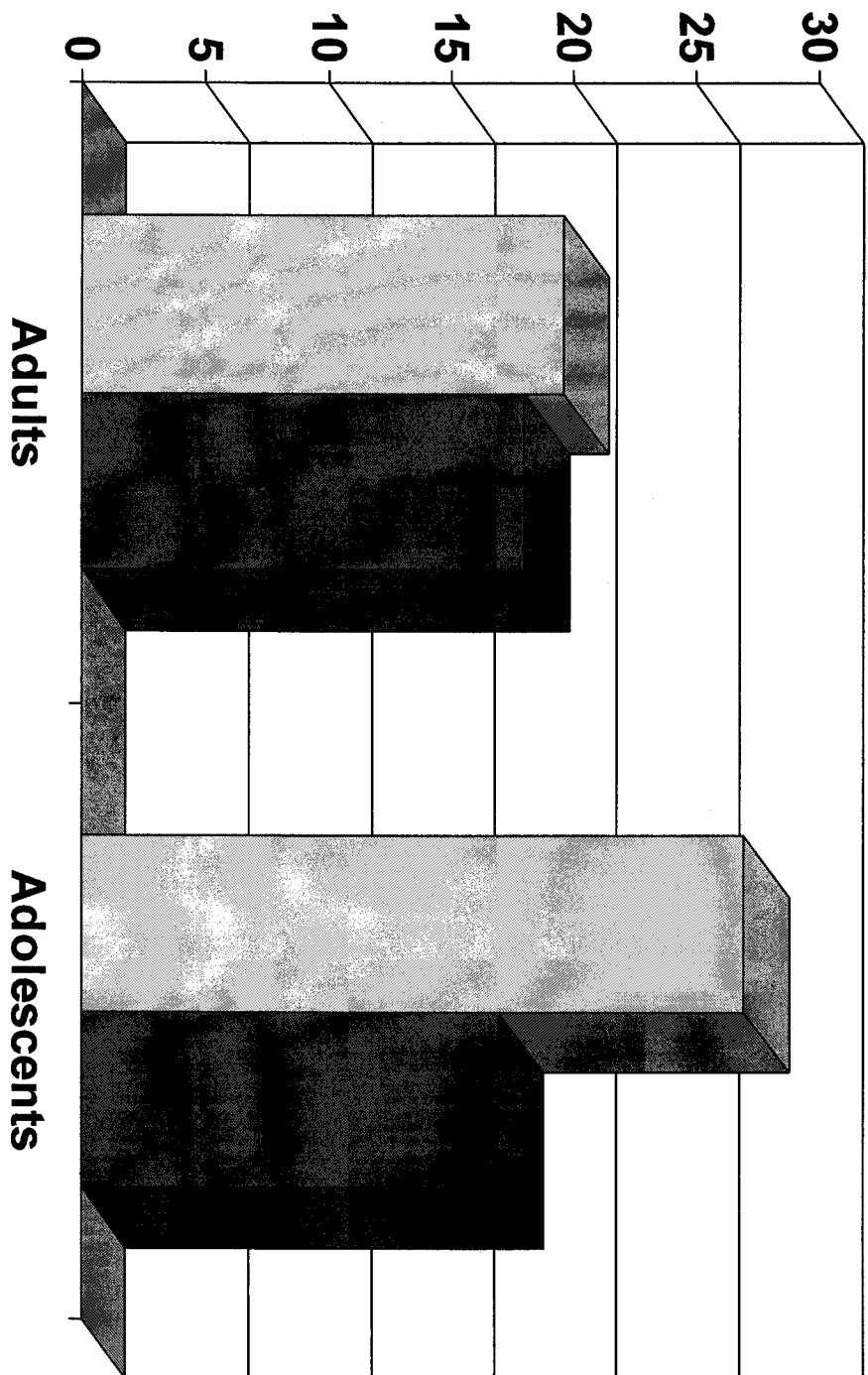
Figure. Association between SIDS and tobacco use during pregnancy, Montana, 1989-2003.

Risk of SIDS among Montana newborns, 1989-2003

- **Linked birth and death records to assess relationship between tobacco use in pregnancy and SIDS**
- **209 deaths between 1989 and 2003**
- **Tobacco use was to strongest modifiable risk factor associated with SIDS**



Attributable risk



Tax stamp sales

Y-axis: 0, 2000000, 4000000, 6000000, 8000000, 10000000, 12000000

X-axis: J, M, M, J, S, N (repeated for each year)

Legend:
 ■ Mean sales (Jan to May)
 ◆ Sales

Year	Month	Sales (approx.)	Mean Sales (Jan to May)
2002	J	5,500,000	5,500,000
	M	5,000,000	5,500,000
	M	5,200,000	5,500,000
	J	5,800,000	5,500,000
	S	5,500,000	5,500,000
2003	J	5,000,000	5,000,000
	M	5,500,000	5,000,000
	M	5,200,000	5,000,000
	J	5,800,000	5,000,000
	S	5,500,000	5,000,000
2004	J	5,000,000	5,000,000
	M	5,500,000	5,000,000
	M	5,200,000	5,000,000
	J	5,800,000	5,000,000
	S	5,500,000	5,000,000
2005	J	5,000,000	5,000,000
	M	5,500,000	5,000,000
	M	5,200,000	5,000,000
	J	5,800,000	5,000,000
	S	5,500,000	5,000,000
2006	J	5,000,000	5,000,000
	M	5,500,000	5,000,000
	M	5,200,000	5,000,000
	J	5,800,000	5,000,000
	S	5,500,000	5,000,000

